



## AUDIENCE PROFILE

Public radio attracts listeners distinguished by their **educational** and **professional** success. They are **choice consumers, business leaders** and **influential, active members in the community**. These listeners are interested in the world around them and are **intellectually curious**. Despite their devotion to work and community involvement, public radio listeners find time for leisure activities. They participate at a higher level than the general population in a range of activities such as politics, fundraising, sports, gardening, travel, and supporting the fine arts by attending museums and live performances.

### Audience Demographics

<b>Gender</b>	55% Male 45% Female
<b>Age</b>	57% aged 25-54 39% aged 35-54 37% aged 55+ 25% aged 18-34
<b>Status</b>	82% are homeowners 65% are married 33% have children at home 21% are single
<b>Education</b>	68% have college degree or beyond 33% have post-graduate education 30% have Bachelor's Degree
<b>Income</b>	Median income is \$90,100 80% household income of \$50,000 60% household income of \$75,000 31% household income of \$100,000
<b>Work</b>	61% work full-time 56% view jobs as "career" 34% are business owners/managers

### WVIK-FM Listener Specifically

91% have college education  
50% household income of \$50,000  
31% household income of \$75,000  
30,000 weekly listeners\*

### Audience Lifestyles

<b>Community Involvement</b>	94% participated in public activities 80% recycle 73% vote 46% members clubs/organizations 25% participate in fundraising
<b>Leisure</b>	65 % Dine out 71 % Enjoys alcoholic beverages 71% go to movies 63% attend live performances 62% read books 56% listen to music 49% outdoor gardening 46% visit a zoo or museum 31% heavy newspaper users 26% attend live theater
<b>Sports</b>	58% have regular fitness program 42% walk for exercise 25% swim 26% bicycle 20% backpack/hike
<b>Travel</b>	72% domestic travel past year 56% have passport 44% foreign travel in past 3 years
<b>Computer Use</b>	94% have computers 89% use email 63% obtain news online 54% made online purchase

\* NPR Audience Data: MRI, Fall 2010

\*\*QuadCities (Davenport-RI-Moline) - Fall 2010

Persons 12+ in Total Market Data Copyright Arbitron Inc.